



# MARKETING MANAGER



## ABOUT THE ROLE

The Marketing Manager role within a division is overall responsible for the day-to-day management of marketing and advertising of the companies developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The role will be required to oversee the marketing process and ensure delivery of divisional and group marketing initiatives and projects are achieved along with engagement with the brand, generating leads, reporting to divisional and group teams and increase product sales.

The role will be required to develop, nurture and maintain relationships with key stakeholders i.e. Sales Team, approved Agencies, Divisional Technical Teams, and Group Marketing.

The role will be required to liaise directly with different departments to produce and update marketing content, manage advertising campaigns and budget while ensuring deadlines are closely monitored and reported on. All collateral is to be correct and produced to the highest quality in line with Group brand guidelines.

Responsible to: Sales Director and Head of Marketing Operations

## KEY RESPONSIBILITIES

### 1. Digital

- Responsible for the management of the website and third party portal information. Ensuring content is correct and uploaded in a timely manner whilst ensuring that all information is kept up to date
- Oversee the management of call tracking telephone numbers ensuring all numbers are set up and tracking correctly. You will be required to monitor calls and utilise call data as part of the marketing strategy
- Manage the set up and ongoing maintenance of business search listings on Google/Bing ensuring listings are kept up to date at all times.
- Manage all activities for email marketing, digital advertising, print and media, direct mail and more.
- Responsible for obtaining market research such as current trends, competitor analysis etc. helping to identify key insights and improve marketing.

## 2. Set Up, Content & Production

- Overall responsible for marketing as part of the development set-up meetings, site launches, and new property releases
- Responsible for the briefing of all POS whilst ensuring content is displaying correctly online and in Customer Experience Suites at all times. Arrange for interactive siteplans to be produced working closely with Sales and Technical as well as floorplans, website copy, brochures, matterports etc. where necessary. Responsible for utilising group assets where required.
- Marketing managers are responsible for deploying campaigns locally, ensuring correct targeting, segmentation and promotion is being delivered correctly whilst following brand guidelines.
- Responsible for the production of local photography across product, location and PR.
- Manage overall relationship with PR agencies, briefing press releases, arranging photography and attending events (where applicable).
- Manage the set up of events working closely with Sales Managers to ensure all areas of marketing are considered and implemented. Help plan and manage the logistics of local events including invitations and associated activity.
- Responsible for supporting Sales Management in the set up of Customer Experience Suites including conducting regular audits to ensure CES's are up to date at all times, setting up of telephone lines and organizing of hampers to be sent to site.
- Responsible for setting up of new signage including ensuring brand is maintained along with ongoing maintenance of signage via signage partners.
- Responsible for the set up of choices and upgrades ensuring these are available for customers to select when purchasing their home on Red systems.

## 3. Performance Marketing

- Responsible for planning and implementing media strategies ensuring targets are achieved.
- Responsible for monitoring of advertising budgets as well as media production costs ensuring budget is spend efficiently whilst reporting to Sales Management as required.
- Overall responsible for the management of customer data ensuring lead quality is maintained whilst continuously growing the divisional marketing database.
- The marketing manager is overall responsible for the management of data ensuring GDPR compliance is maintained and SAR requests processed in accordance with legal process.
- Responsible for the production, distribution and monitoring of advertising effectiveness ensuring necessary targets are being achieved. Work with media agency to produce media schedules. Continually update information for paid search campaigns.
- Responsible for reporting all cost and advertising activity on MPM ensuring necessary UTM tracking is set up and applied to digital media. Provide latest sales information to agency partners and group marketing to enable planning/reporting prior to marketing meetings.
- Responsible for arranging Divisional marketing meetings, and as required, assist Sales Director with management of the meeting including sending agendas, writing minutes etc.

## 4. Miscellaneous

- Support Sales as and when required.
- Undertake larger adhoc group projects to support the wider group marketing function
- Work closely with external agency partners and report into group account manager ensuring information is provided consistently and in a timely manner for analysis purposes.
- Lead, motivate, communicate with, develop, appraise and performance manage staff to ensure they are fully motivated to achieve best performance to meet the company's needs



## THE PERSON

- Excellent level experience in a similar role.
- Marketing Managers should be creative individuals with fantastic interpersonal skills.
- Degree educated (2:1 or above) or equivalent. Qualifications in Marketing/PR or Communications
- Marketing Managers should be extremely motivated and possess strong leadership skills
- Marketing managers should have experiencing in managing teams but also able to work individually when required, and to tight deadlines.
- Excellent written/verbal communication skills
- Experience in managing departmental budgets and analysing costs
- Knowledge of market research practices and experience of analysing data
- High level of organisation, someone who is flexible with the ability to multi-task.
- Ability to work to brand guidelines.
- Excellent working knowledge of Microsoft Office (Word, Excel, PowerPoint and Outlook) as well as CMS systems. Also the ability to learn new systems quickly.
- Full driving licence.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.